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PATENT
Attorney Docket No. 108.0003-00000
Customer No. 22882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	Confirmation No.: 6334
Steven Michael Schein)	
Serial No.: 09/605,695)	Group Art Unit: 3622
Filed: June 28, 2000)	Examiner: Arthur D. Duran
For: INTELLIGENT MEDIA TARGETING)	
SYSTEM AND METHOD)	

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

Prior to the further examination of this application and in reply to the Final Office Action of August 10, 2007, and pursuant to 37 C.F.R. § 1.114, please amend this application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.

Amendment 11-13-07